

C O O N A W A R R A

Australia's Red Wine Centre

Marketing Committee Meeting Minutes		
Wednesday 21 September 2016	8:30am	CGWI Office
Attendees	Emma Raidis (ER) John Rymill (JR), Jamie McDonald (JM), Cathy Hughes (CH), Sue Hodder (SH), Kirsty Balnaves (KB), Rebecca Trotter (RT)	
Apologies	Dru Reschke (DR)	
Minutes	Kerry DeGaris	

2. Minutes of Previous Meeting

John Rymill moved and Sue Hodder seconded that the minutes of the meeting on 24th August 2016 are true and correct.

3. Outstanding Actions from Previous Meetings

Date	Action Items	Person	Deadline	Completed
30/3/16 24/8/16	Survey of members about markets to target Action: determine target markets by surveying members Ongoing	CH		Ongoing
20/7/16 24/8/16	\$15K SAWIA grant funding – how to spend Action: MC to devise potential funding priorities See Finance for more information	All	24/8/16	Completed
20/7/16 24/8/16	List of members Action: CH to distribute a list of current CGWI marketing members to MC Ongoing	CH	26/10/16	Ongoing
24/8/16	Draft EOI revision for web-site design Action: CH to alter EOI to incorporate suggestions made at MC meeting and then distribute to potential designers	CH	26/8/16	Completed
24/8/16	99 Designs – re-opening of brand design competition Action: JM to facilitate the re-opening of brand design competition to attract more entrants	JM	14/9/16	Completed
24/8/16 24/9/16	Victorian trade immersion program Action: SH to put a brief/program together See notes in main business	SH	14/9/16	Completed
24/8/16	SAWIA advised of priorities for 2016-17 Project 250 funding Action: CH to prepare documentation for SAWIA grant by this Friday	CH	26/8/16	
24/8/16 21/9/16	Advertising partnerships proposal Action: Tabled at August meeting for discussion at September meeting Discussed and resolved to continue discussion at October meeting	All	26/10/16	Ongoing

4. Correspondence

- None

5. Marketing Action Plan

- Website – CH reported applications had closed on Friday; with 7 responses from 12 invites. Sub-committee formed (JM, RT, CH) to meet to determine most suitable applicant on Friday September 23.
- Brand development – JM outlined '99 Design' process and outcomes to date. JM to send link to committee members to view all designs submitted. Agreed to have desired design(s) identified by the 13 October to show Board. This would enable the design(s) of choice to be presented at the General Meeting on October 20.

Date	Action Items	Person	Deadline	Completed
21/9/16	Determine most suitable applicant for our web design project Action: CH, RT and JM to meet on Friday 23 Sept to select suitable applicant	JM, RT, CH	23/9/16	
21/9/16	99 Designs – feedback from committee on preferred designs Action: Committee to provide their shortlist of designs to JM.	All MC	29/9/16	

COONAWARRA

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6. Finance

6.1 Budget

- JR to make final amendments to budget to accommodate new SAWIA grant priorities, in readiness for tabling final budget with Board.

7. Committee Reports

7.1 Roadshow

- Notes from review meeting (1 September) tabled.
- Survey monkey still open, but closes this Friday. Would like more feedback from members.
- Dates are yet to be set for 2017 events, as venues still being considered.
- Melbourne event was discussed at length, particularly on how to entice a younger demographic. JM suggested offering an alternative PopUp event that would cater better, rather than combine with existing Roadshow format.

7.2 Cellar Door Events

- Minutes of 2 September meeting tabled.
- CH outlined the TV, radio and social media focus of promotions for the CCC. Campaign will run for 4-5 weeks across Limestone Coast and western-Victoria region.
- PDF of brochure available.
- SH outlined the proposed Victorian trade visits to CCC month.

7.3 Coonawarra Cup

- Verbal update from JM as meeting held on Friday Sept 16, and no minutes yet available.
- Continuing to follow up sponsorship.
- Launch on 4 November at Hollick Estate.
- Require help with decorating the marquee this year.

7.4 Risk management approaches for our events

- CH tabled a Risk management for events paper to discuss at next meeting.

8. SIP/TIP review

- Nothing to report.

9 General Business

9.1 **Limestone Coast Collaborative** – CH advised that a new Limestone Coast logo has been developed, and will be launched in December (details TBC).

9.2 **Photo of vigneron in front of siding** – JM to send around to committee

Date	Action Items	Person	Deadline	Completed
21/9/16	Photo of Coonawarra vigneron in front of siding Action: JM to send out to committee	JM	26/10/16	

9.3

Next Meeting – **26 October, 8.45am – CGWI offices**

Meeting closed 10.30am

Signature – Meeting Chair